

OFFICE OF COMMUNICATIONS

City Manager's Office

Budget Engagement Commission
April 11, 2024

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OFFICE OF COMMUNICATIONS

MISSION STATEMENT

The mission of the City of Riverside Office of Communications is to **strategically amplify the City's identity, values, and initiatives**. Through innovative marketing and communication strategies, we aim to engage residents, businesses, and visitors. Our mission is to **foster civic pride, promote economic growth, and enhance the overall well-being of our community** through creative and impactful initiatives.



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AREAS OF EXPERTISE

| | | | | | |
|---|--|---|--|--|---|
|  Graphic Design |  Social Media |  RiversideTV |  Photography |  Email Marketing | |
|  Website |  RPU Project Communication |  Community Calendar |  Electronic Signs |  Media Relations |  Local Outreach |


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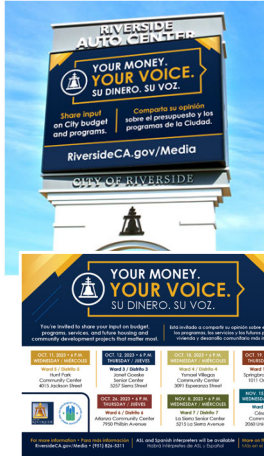
COMMUNICATIONS

| | | | |
|--|--|---|-----------------------------|
|  ~1,060 Graphics Projects |  365,000 Subscribers | 42% Email Engagement Rate | |
|  577 Total Video Productions | 350 Meetings Broadcasted | 152 Other Videos 75 Live Feeds | 35 Football Games |
|  7M+ Webpage Views |  20,004,083 Social Media Reach Across All Social Media Accounts | | |


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YOUR MONEY. YOUR VOICE.

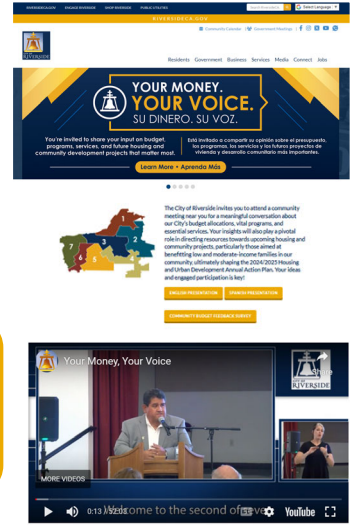


7 Neighborhood-based Meetings | **100+** In-Person Attendees

123,492 Bilingual Postcards Mailed to Residents and Businesses

Webpage Published September 22, 2023

930 Web Views | **2,303** Clicks Within the Webpage | **72** Survey Clicks



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YOUR MONEY. YOUR VOICE.

Email Sent in September 2023

45,811 Recipients | **22%** Open Rate



Footer Published to All GovDelivery Email Topics (September - November 2023)



FRIENDLY REMINDER: TRASH PICK UP SCHEDULE

In observance of Columbus Day holiday, trash services will be delayed. View the 2023 Trash Pick Up Holiday Schedule linked below.

TRASH PICK UP HOLIDAY SCHEDULE



Social Media



30 Total Posts | **72,000+** Total Reach

1,900 Total Engagement

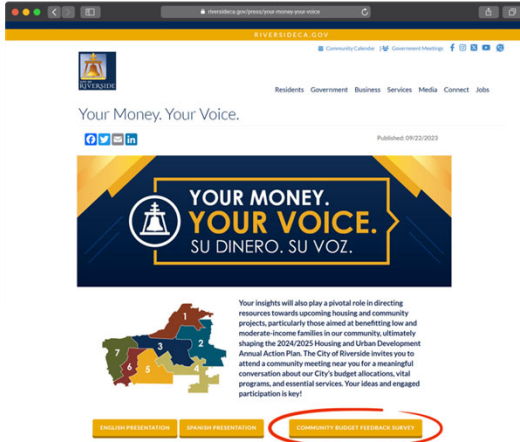



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YOUR MONEY. YOUR VOICE.



 **72** Clicks to Survey

 **100+** Attendees

 **37** Online Surveys Completed

Scan QR Code to take survey 



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YOUR MONEY. YOUR VOICE.



COMMUNITY AND ECONOMIC DEVELOPMENT

GENERAL FUND POSITIONS: 111.5

DEPARTMENT HIGHLIGHTS:

- COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT BUDGET (GENERAL FUND)
- RECEIVED CPRE COMMUNITY AWARD
- MAJOR PROGRAMS (BY DECENDING ORDER):
 - \$13.8M Grants Development Services and One Stop Shop
 - \$5M Community Plan Studies / Comprehensive
 - \$2.5M Arts Programming and Workshops
 - \$2M Parks Activation, Attraction & Economic Growth
 - \$1.2M General Projects

PARKS, RECREATION & COMMUNITY SERVICES

GENERAL FUND POSITIONS: 157.1

DEPARTMENT HIGHLIGHTS:

- PARKS, RECREATION & COMMUNITY SERVICES DEPARTMENT BUDGET (GENERAL FUND)
- RECEIVED CPRE COMMUNITY AWARD
- MAJOR PROGRAMS (BY DECENDING ORDER):
 - \$7.9M County's Special Events and Community Programming
 - \$4.1M Park, Open Space and Tree Maintenance Services
 - \$1.7M Adult & Outdoor Activities
 - \$1.6M Aquatics Program
 - \$1.2M Community and Course Operations

CITY OF RIVERSIDE FIRE DEPARTMENT

GENERAL FUND POSITIONS: 233

DEPARTMENT HIGHLIGHTS:

- FIRE DEPARTMENT BUDGET (GENERAL FUND)
- MEASURE 2 FUNDING: \$4.4M Personnel Cost, \$4.5M Equipment/Tools Budget
- MAJOR PROGRAMS (BY DECENDING ORDER):
 - \$23.5M Fire Response Program
 - \$10.9M Emergency Vehicle Maintenance Program
 - \$6.7M Training
 - \$5M Communication Infrastructure
 - \$4.2M Public Education Programs

RIVERSIDE POLICE DEPARTMENT

GENERAL FUND POSITIONS: 349 SWORN, 156 PROFESSIONAL STAFF

DEPARTMENT HIGHLIGHTS:

- POLICE DEPARTMENT BUDGET (GENERAL FUND)
- MEASURE 2 FUNDING: \$19.3M Personnel Cost, \$2.3M Equipment/Tools Budget, \$44M Information Technology
- MAJOR PROGRAMS (BY DECENDING ORDER):
 - \$46.3M Patrol Operations/Patrol
 - \$9.25M Community Policing/Dispatch
 - \$7.8M Traffic Division Motorist Aid and Accident Investigations
 - \$3.8M Police Records Unit
 - \$2.7M Community Services Bureau



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STRATEGIC PLAN ALIGNMENT



Priority #5 – High Performing Government

Goal 5.3 – Enhance communication and collaboration with community members to improve transparency, build public trust and encourage shared decision-making.

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



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